



GP2765/A

PTO/SB/21 (12/97)
Approved for use through 9/30/2000. OMB 0651-0031
Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

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TRANSMITTAL FORM (to be used for all correspondence after initial filing)		Application Number	08/882,197
		Filing Date	June 25, 1997
		First Named Inventor	Paul C. Greer
		Group Art Unit	2765
		Examiner Name	Penny Caudle
Total Number of Pages in This Submission	15	Attorney Docket Number	042390.P4072

ENCLOSURES (check all that apply)		
<input checked="" type="checkbox"/> Fee Transmittal Form <input checked="" type="checkbox"/> Fee Attached <input checked="" type="checkbox"/> Amendment / Response <input type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s) <input type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input type="checkbox"/> Information Disclosure Statement <input type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> Response to Missing Parts/ Incomplete Application <input type="checkbox"/> Response to Missing Parts under 37 CFR 1.52 or 1.53	<input type="checkbox"/> Assignment Papers (for an Application) <input type="checkbox"/> Drawing(s) <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition Routing Slip (PTO/SB/69) and Accompanying Petition <input type="checkbox"/> To Convert a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Small Entity Statement <input type="checkbox"/> Request for Refund	<input type="checkbox"/> After Allowance Communication to Group <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to Group (Appeal Notice, Brief, Reply Brief) <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input type="checkbox"/> Additional Enclosure(s) (please identify below): <div style="border: 1px solid black; height: 80px; width: 100%;"></div>
Remarks		

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT	
Firm or Individual name	William W. Schaal, Reg. No. 39, 018 BLAKELY, SOKOLOFF, TAYLOR & ZAFMAN LLP
Signature	
Date	October 12, 1999

CERTIFICATE OF MAILING/TRANSMISSION			
I hereby certify that this correspondence is being transmitted via facsimile under 37 CFR §1.8 on:			
			October 12, 1999
Typed or printed name	Sharon Chu		
Signature		Date	10/12/99

Burden Hour Statement: This form is estimated to take 0.2 hours to complete. Time will vary depending upon the needs of the individual case. Any comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, Patent and Trademark Office, Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Assistant Commissioner for Patents, Washington, DC 20231.

Please type a plus sign (+) inside this box



PTO/SB/17 (2/98)

Approved for use through 09/30/2000. OMB 0651-0032
Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

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FEE TRANSMITTAL

Patent fees are subject to annual revision on October 1.
These are the fees effective October 1, 1997.
Small Entity payments must be supported by a small entity
Statement, otherwise large entity fees must be paid. See
Forms PTO/SB/09-12.
See 37 C.F.R §§ 1.27 and 1.28.

TOTAL AMOUNT OF PAYMENT (\$) 324.00

Complete if Known

Application Number 08/882,197
Filing Date June 25, 1997
First Named Inventor Paul C. Greer
Examiner Name Penny Caudle
Group/Art Unit 2765
Attorney Docket Number 042390.P4072

METHOD OF PAYMENT (check one)

1. ☒ The Commissioner is hereby authorized to charge indicated fees and credit any over payments to:

Deposit
Account
Number

02-2666

Deposit
Account
Name

Blakely, Sokoloff, Taylor & Zafman LLP

- ☒ Charge Any Additional Fee Required Under 37 CFR §§ 1.16, 1.17, 1.18 and 1.20. ☐ Charge the Issue Fee Set in 37 CFR § 1.18 at the Mailing of the Notice of Allowance, 37 CFR 1.311(b)

2. ☒ Payment Enclosed:

☒ Check ☐ Money Order ☐ Other

FEE CALCULATION

1. BASIC FILING FEE

Large Entity Fee Code	Small Entity Fee Code	Fee (\$)	Fee Description	Fee Paid
101	201	380	Utility filing fee	
106	206	155	Design filing fee	
107	207	240	Plant filing fee	
108	208	380	Reissue filing fee	
114	214	75	Provisional filing fee	

SUBTOTAL (1) (\$)

2. EXTRA CLAIM FEES

Total Claims	Extra Claims	Fee from below	Fee Paid
38	20	18.00	\$324.00
4	4	78.00	

Large Entity Fee Code	Small Entity Fee Code	Fee (\$)	Fee Description	Fee Paid
103	203	9	Claims in excess of 20	
102	202	39	Independent claims in excess of 3	
104	204	130	Multiple Dependent claim, if not paid	
109	209	39	**Reissue independent claims over original patent	
110	210	9	**Reissue claims in excess of 20 and over original patent	

SUBTOTAL (2) (\$)

324.00

FEE CALCULATION (continued)

3. ADDITIONAL FEE

Large Entity Fee Code	Small Entity Fee Code	Fee (\$)	Fee Description	Fee Paid
105	130	205	65 Surcharge - late filing fee or oath	
127	50	227	25 Surcharge - late provisional filing fee or cover sheet.	
139	130	139	130 Non-English specification	
147	2,520	147	2,520 For filing a request for reexamination	
112	920*	112	920* Requesting publication of SIR prior to Examiner action	
113	1,840*	113	1,840* Requesting publication of SIR after Examiner action	
115	110	215	55 Extension for response within first month	
116	380	216	190 Extension for response within second month	
117	870	217	435 Extension for response within third month	
118	1,210	218	680 Extension for response within fourth month	
128	1,850	228	925 Extension for response within fifth month	
119	300	219	150 Notice of Appeal	
120	300	220	150 Filing a brief in support of an appeal	
121	260	221	130 Request for oral hearing	
138	1,510	138	1510 Petition to institute a public use proceeding	
140	110	240	55 Petition to revive - unavoidable	
141	1,210	241	605 Petition to revive - unintentional	
142	1,210	242	605 Utility issue fee (or reissue)	
143	430	243	215 Design issue fee	
144	580	244	290 Plant issue fee	
122	130	122	130 Petitions to the Commissioner	
123	50	123	50 Petitions related to provisional applications	
126	240	126	240 Submission of Information Disclosure Stmt	
581	40	581	40 Recording each patent assignment per property (times number of properties)	
146	790	246	395 Filing a submission after final rejection (37 CFR 1.129(a))	
149	790	249	395 For each additional invention to be examined (37 CFR 1.129(b))	

Other fee (specify)

Other fee (specify)

* Reduced by Basic Filing Fee Paid

SUBTOTAL (3) (\$)

SUBMITTED BY

Typed or Printed Name William W. Schaal, Reg. No. 39, 018

Signature

Date

10/12/99

Complete (if applicable)

Reg. Number

Deposit Account User ID

02-2666

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Docket No.: 042390.P4072

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

Paul Greer & Anand Pashupathy

Application No.: 08/882,197

Filed: June 25, 1997

For: User Demographic Profile Driven
Advertising Targeting

Examiner: Penny Caudle

Art Group: 2765

#11/P
Hall
10-21-99

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AMENDMENT AND RESPONSE TO THE OFFICE ACTION

BOX FEE AMENDMENT

Assistant Commissioner for Patents
Washington, DC 20231-9998

Sir:

In response to the outstanding Office Action, mailed July 9, 1999, please amend the
above-identified Application as follows:

IN THE CLAIMS

Please amend claims 1-10, 12-16, 19-20 as follows:

- 1 I. (Three Times Amended) [An advertising] A system comprising:
2 a content provider to transmit a content to a target computer using a rule book based on
3 user information [ad banners];
4 [a target computer the ad banners];
5 a collecting agent to provide the user information to [transmitted from] the content
6 provider according to significance of the [to the target computer, the collecting agent] user

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